

**REMARKS**

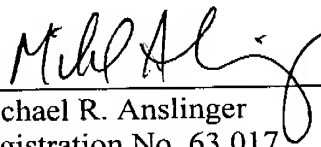
Claims 1, 3, 28, and 31, 32, and 35-42 are now pending in this application. Claims 1, 3, 28, and 31, 32, and 35-42 are allowed.

By the above amendment submitted in accordance with 37 CFR § 1.312, Claim 1 has been amended to correct a clerical claim drafting error. Specifically, Claim 1 has been amended to recite "making real-time day-to-day decisions and process improvements regarding the profitability and effectiveness of the chosen strategy...."

Further to the phone conversation between the Examiner and the undersigned on January 7, 2009, and because this amendment is submitted merely to correct a clerical claim drafting error, no additional searching or examination is required as all of the recitations of Claim 1 have previously been examined on the record. Further, such amendment does not change the scope of patentability or change the recitations of Claim 1. The amendment was not presented earlier as the clerical claim drafting error was only discovered after the Notice of Allowance was received.

In view of the foregoing amendment and remarks, it is requested that this amendment be entered prior to issuance of the patent from this patent application.

Respectfully submitted,



---

Michael R. Anslinger  
Registration No. 63,017  
ARMSTRONG TEASDALE LLP  
One Metropolitan Square, Suite 2600  
St. Louis, Missouri 63102-2740  
(314) 621-5070